

ABSTRACT

The invention is a multilevel modular database software product distribution system to enable multiple small and medium sized business entities to operate interactively with one another using the World Wide Web as an application service provider to an extended participatory subscriber network for advertising production and distribution. It provides a system whereby information collected in a proprietary database and distributed for presentation at a level where real estate shoppers can make decisions based on accurate information about a local community—information that can only be assembled by local people who really know the communities. In this system, such people would be Real estate professionals and a local newspaper or other community-based organization that sells advertising and/or other services to real estate professionals.